

MKTG90012 International Marketing Management

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: Three hours of classes per week Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
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Subject Overview:	International Marketing provides students with an introduction to basic marketing concepts as they apply in an international context. More fundamentally, it discusses some of the most important topics facing both international marketing practitioners and academics. These include type and timing of market entry; international branding concepts; as well as international product, pricing, distribution and promotion policies. A particular emphasis is placed on the role of marketing in shaping international business strategy.
Objectives:	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> # Appraise and evaluate some of the major analytical frameworks that form the basis of international/global marketing management; # Demonstrate an understanding of the complexity of operating in the global marketplace; # Describe and appraise the skills/mindsets required for formulating and implementing successful marketing strategies in foreign countries; # Critically evaluate some of the major debates occurring in the field of international marketing.
Assessment:	2-hour examination (50%) Assignment(s) not exceeding 4000 words (40%) Class participation (10%)
Prescribed Texts:	Fletcher and Brown (2008), International Marketing (4th Ed.) China: Pearson
Breadth Options:	This subject is not available as a breadth subject.

Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> # Interpretative and analytical skills through studying and debating a variety of competing views on the nature and significance of key topics in international marketing; # Oral communication skills through in-class discussions; # Written communication skills will be developed through two assignments; # Evaluative and synthetic skills will be improved through an end-of-semester assignment which analyses the broad themes and topics of the subject overall.
Related Course(s):	Graduate Certificate in Marketing Management Master of Applied Commerce (International) Master of Applied Commerce (Marketing) Master of Applied Commerce (Marketing) Master of International Business Master of International Business Master of International Business Master of Management (Marketing)